

Actiongram

“It’s all about the people and that’s where my friends are.”

~Don Norton, Boelte-Hall



Scarlett Hagins
2016-17 LPC President

I pulled the quote above from my last text exchange with my friend **Don Norton**. I had texted to let him know I missed seeing him at this year’s Cattle Industry Convention in Nashville, and he responded with how much he missed being there and seeing all his friends. Little did I know at the time that we would lose Don just a few short months later. Needless to say, I cherish this message and the sentiment that went along with it.

The people I have met, friends I have made and experiences I have had are what I find myself thinking about as my year as LPC president winds down. For me, Don’s simple remark sums up how I feel about LPC. I think he would say the same. Not only is LPC an organization made up of talented and dedicated ag media professionals, it’s also “where my friends are.” Friends I have learned from and laughed with for more than 15 years. Friends like Don, whose devotion to this organization and its people was unmatched. A true example of selfless service.

I’m also proud of what has been accomplished in the 10 years I have served on the LPC Board. Not because of anything I have done personally, but what we have accomplished as a board and an organization. Developing new programs to meet

member needs, implementing a new strategic plan to help guide LPC over the next several years, providing networking and educational events, just to name a few.

There is a passion among members for this organization that is hard to describe unless you have seen it in action. It can be found in those that volunteer their time to serve on the board, lead committees, speak on panels, work behind the scenes at Ag Media Summit, etc. To each of you, our LPC members, I say thank you for all you do and for letting me serve as your president for the past 12 months. It’s been quite a ride! Also, to my executive committee – **Cindy Cunningham, Carey Brown, Jennifer Carrico, Angie Denton** and **Diane** – many thanks for being my sounding board, support system and advisors. You ladies rock!

I know I have said this before, but it bears repeating. If you are not actively involved in this organization, please sign up for a committee or volunteer to help with an event. Yes, there will be some extra work involved, but the payoff will be so much more than you expected.

Scarlett

Newsletter of the Livestock Publications Council,
an international organization serving the
dynamic livestock communications industry.

LPC EXECUTIVE COMMITTEE

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LPC Best of the Bunch Photo Contest

2016 Best of the Bunch
Winning Photo
by Erin Worrell



Get your cameras out and start snapping away or find that winning photo in your files because it's time for the Best of the Bunch Photo Contest! Held each year during the Agricultural Media Summit it is named after **Paul Andre**, retired editor of BEEF magazine and long time coordinator of this contest. Cash prizes are awarded!

Rules...Read carefully!

Photo Submissions

- 1) Enter each photograph in one of four categories:
 - a) Livestock
 - b) Livestock industry people
 - c) Livestock scenic (such as a landscape, **must have livestock in photo**)
 - d) General (**may include digitally enhanced** (the sky's the limit!))
- 2) The photo contest committee reserves the right to reassign entries to appropriate category, if necessary.
- 3) All photographs must be mounted on lightweight stock. Minimum size for entry is 8"x10" to 10"x12". With the mounting, the maximum size of an entry can be no more than 11"x14".
- 4) All photos must be identified with your

- name, affiliation and category. This should be typed or printed on white paper and affixed to the back of each photo. Unidentified photos will be disqualified.
- 5) All photos must ALSO be submitted digitally for use in the slideshow presentation of winners, along with your headshot.
 - 6) There is no limit to the number of entries you may enter.
 - 7) There will be a small entry fee (\$5 per photo) but we have added larger cash prizes.
 - 8) Entries will be taken until 9 a.m., Monday, July 24 at the registration desk.
 - 9) You may enter without attending the Summit but contestants are responsible for making arrangements in getting their photo(s) returned.
- ### Eligibility
- 1) **All entries must be original "straight out of the camera" photos. Basic color and lighting adjustments only. General category does allow for digital enhancement.**
 - 2) Those entering photos must work for a member publication of LPC (name must appear in the masthead) or be a service member of LPC. Student members of LPC are also eligible to enter.

- 3) Any photograph that has won a division in the Best of the Bunch contest previously is not eligible for entry.

Winning Photos

- 1) Each category will pay \$100/first; \$50/second; \$25/third.
- 2) The LPC Executive Committee has the discretion to select the directory cover photo from the winners of each category.
- 3) The winner of the "Best of the Bunch" will receive a canvas print of their winning entry.

General Information

- 1) LPC retains the right to use any of the photos submitted in the Best of the Bunch Photo Contest for publishing in print or on the web.
- 2) ALL entries will go on the LPC web site and remain on there for one year with your name attached to the entry. We feel that this is a way of "advertising" for your photo(s) and then it's also like an online "portfolio" for you.

***New rules for 2017 indicated in bold.**

For more information or questions contact Carrie Webster, cwebster@pork.org

**Help us
out with a
quick survey**

One of the sessions at the upcoming AMS is Baby Boomers, Gen Xers and Millennials -- Can't We All Get Along? (personal development)

A panel of four ag industry experts from various generations will get together to tackle big questions about how different generations can effectively work together. Ag media "veterans" **Steve Drake** of SCD Group; and **Cindy Cunningham**, assistant vice president with National Pork Board; will share perspectives with newer-to-the-industry pros **Jessie Scott**, *Successful Farming* digital content editor and **Nicole Lane Erceg**, Certified Angus Beef.

As part of this discussion, Steve Drake has developed a quick Survey Monkey survey designed just for LPC members (which is similar to the information AAEEA members have already provided).

Click on this link to complete the survey:

<https://www.surveymonkey.com/r/6LWNPNM>.

The deadline is Friday (July 14).

Things to note in AMS planning

Transportation to Snowbird:

There is no official transportation this year but suggestions include: booking directly with the hotel's shuttle service (\$72/roundtrip), Super Shuttle, connecting with your buddies and splitting a rental car (free parking) or sharing an Uber ride. Post on Facebook if you are looking to connect and share a ride. The hotel is located about 35 minutes from the airport. A beautiful drive indeed.

LPC Contest Awards Presentation

Don't miss the results of the LPC Contest on Tuesday morning. The annual meeting will begin at 7:30 am followed immediately by the awards ceremony. If you entered and are at AMS don't miss being in the Primrose Room to hear the results!

Nominating report for the 2017-18 LPC Board

The following have been nominated for the board of directors and executive committee. The vote will take place during the annual meeting at 7:30 am on Tuesday, July 25.

Executive Committee

President - Cindy Cunningham, National Pork Board
First Vice President - Carey Brown, *Cow Country*
Second Vice President - Jennifer Carrico, *High Plains Journal*
Secretary-Treasurer - LeAnne Peters, *Cattle Business in Mississippi*
Immediate Past President - Scarlett Hagins, *Kansas Stockman*

Board Members with terms expiring in '18

Greg Henderson, *Drovers* (second 3-year term)
Katie Miller, *Kate Communicates* (first 3-year term)
Molly Schoen, *Charolais Journal* (first 3-year term)
Steve Taylor, *Appaloosa Journal* (first 3-year term)

Board Members with terms expiring in '19

Kent Jaecke, *Rocking K Productions* (second 3-year term)
Jennifer Scharpe, *Limousin Today* (first 3-year term)
Eric Tietze, *Ozarks Farm and Neighbor* (first 3-year term)

Board Members with terms expiring in '20

Ben Richey, *United States Animal Health Association* (second 3-year term)
Katrina Huffstutler, *Cactus Flower Communications* (first 3-year term)
Julie Mais, *Hereford World* (first 3-year term)
Mike Opperman, *Farm Journal's MILK* (first 3-year term)



Snowbird Ski and Summer Resort

The Cliff Lodge at Snowbird: 801-933-2222

Snowbird Central Reservations: 800-453-3000 • Mention Ag Media Summit

Or book online: <https://reservations.snowbird.com> Group code: 2BY13B • Room rate: \$156



It's America, the Beautiful



AMS Famous Welcome Party

July 23, 2017 ★ 6:30 - 9 pm
at The Summit on Hidden Peak
Elevation 11,000 feet

Get ready to take in breathtaking 360° views of the Wasatch Range of the Rocky Mountains from the top of the mountain.

Great food, great friends.

Get your patriotic on and let's go red, white and blue!



Note: The transportation up to the venue is via a tram that holds up to 120 people per car. If you have a fear of heights, have claustrophobia or are temperamental to high elevation, please keep this in mind.

Don't worry, we'll help you get up and back! If there is any inclement weather affecting the tram or venue, the event will be held 11,000 feet lower than planned.

SCHEDULE OF EVENTS (subject to change)

Saturday, July 22

6:30 - 7 am Registration open for tour goers. Departure at 7 am from Level B

Sunday, July 23

8 am - 6 pm Registration open, Level C
 7:30 - 11:30 am LPC Board Meeting, Wasatch A
 7:30 - 11:30 am AAEA Board Meeting followed by PIF Board Meeting, Wasatch B
 8 am - 5 pm InfoExpo Set up, Snowbird Event Center
 Noon Lunch on your own
 2 - 4:30 pm ACT Welcome and Student Professionalism Sessions, Primrose B, Level C
 5 - 6 pm AAEA Reception for Young Professionals, Golden Cliff/Eagles Nest
 5:30 - 6:30 pm New Member/First Timer Reception, Atrium Patio, Level B
 6:30 - 9 pm Famous Welcome Party, The Summit at Hidden Peak

Monday, July 24

8 am - 6 pm Registration open, Level C
 7:30 - 8:30 am Hot Breakfast, Ballroom 1 & 2, Level B
 8 am - 3 pm InfoExpo set up continues, Snowbird Event Center
 8:30 - 10 am Morning Sessions Block One (all on Level C)
 • Creating EXCITING layouts FASTER in InDesign, (repeats) Superior A and B
 • Newsmakers Panel: Adapting to Change in Agriculture (issues), Primrose A and B
 • An Ad is a Terrible Thing to Waste (sales), White Pine
 • Baby Boomers, Gen Xers and Millennials -- Can't We All Get Along? (personal development), Wasatch A & B
 10 am - 10:15 am Break, Foyer areas, Level C
 10:15 - 11:30 am Morning Sessions Block Two, Level C
 • Creating EXCITING layouts FASTER in InDesign (repeat) Superior A and B
 • Communicate with the Right Consumer Audience (writing), Wasatch A and B
 • Media Tours: What Works, What Falls Flat (PR/marketing), Primrose A and B, Level C
 • "It's 11 am. Do you know where your sales people are and what they are doing?" (sales), White Pine
 11:45 am - 1 pm Student Awards Luncheon, Ballroom 1 and 2
 1:15 - 2:30 pm Afternoon Sessions Block Three
 • Using the Write Wordz in the Rong Weigh (writing), Magpie A and B
 • Bad Light, Good Choices (photo), Primrose A and B
 • Creating Infographics Simply and Quickly, Superior A-B
 • Newsmakers: Putting the Ag Economics Puzzle Together (issues), Wasatch A and B
 2:30 - 2:45 pm Afternoon Break, Level C foyers
 2:45 - 4 pm Afternoon Sessions Block Four
 • How to Successfully Manage SEO and Keywords (writing), Magpie A and B, Level B
 • Advanced Interviewing: 20 Questions You Never Thought to Ask (writing) Primrose A and B (repeats)
 • How to Enhance Freelancer Relationships (PR/marketing), Superior A and B
 • Keeping it Real: Getting Great Natural Portraits (photo), Wasatch A and B
 4 - 7 pm InfoExpo Grand Opening and Reception, Snowbird Event Center
 4:30 pm ACT Critique and Contest awards presentation followed by Business Meeting, Primrose, Level C

Tuesday, July 25

8 am - 6 pm Registration open, Level C
 7:30 - 9 am Livestock Publications Council (LPC) Annual Meeting and Contest Awards, Primrose B, Level C
 8:30 - 10 am Breakfast in InfoExpo, Snowbird Event Center
 10:15 - 11 am Morning Sessions Block Five (All sessions in Snowbird Center, Level 2)
 • Advanced Interviewing: 20 Questions You Never Thought to Ask (writing), Alpine C (repeat)
 • Using CSR Innovations to Transform the Farm-to-Table Value Chain (PR/marketing), Rendezvous B
 • Logo & Headline Creation, Modification, and Recreation, Alpine A and B
 • The Nuts and Bolts of Outdoor Photography (photo), Rendezvous A
 11:15 - 12 noon Morning Sessions Block Six
 • Rock On! (writing), Rendezvous B
 • The Good, the Bad and the Ugly of Livestock and Crop Photography (photo), Alpine C
 • Make Effective Use of the Blogosphere (PR/marketing), Rendezvous A
 • Keep the Relationship Going (personal development), Alpine A and B
 12 noon - 1:15 pm Luncheon featuring Amberley Snyder, Cottonwood A-D
 1:15 - 2:15 pm Dessert in InfoExpo, Snowbird Event Center
 2:15 pm InfoExpo closes followed by teardown until 6 pm
 All events return to the Cliff Lodge
 3:30 - 4:30 pm AAEA Annual Meeting, Ballroom 3, Level B
 5:15 - 6:30 pm AAEA awards presentation, Ballroom 3, Level B
 6:30 - 7 pm Cocktail Reception, Ballroom Foyer, Level B
 7 - 9 pm Closing dinner and awards night, Ballroom 1-2, Level B

Wednesday, July 26

5:30 - 9 am Coffee to go bar, Hotel Lobby, Level C
 8:30 - 10 am 2019 IFAJ Congress Planning Meeting, Primrose B, Level C

Silver-----



JOHN DEERE

Bronze-----



National Cattlemen's Beef Association

Contributor-----



EQUIPPED TO DO MORE.



Patron-----



Supporter-----



In Kind-----

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